

To: Duszynski, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Myers, Keith, McMahon, Todd, Ridge, Robert, Burrows, Robert, Westenberger, R, Keeney, David, Jurgensen, Kurt T., Leonard, John M., Kight, Earl, Callaghan, Stephen W., Macleod, Stephen, Mclean, James J., Eckardt, Diane C.  
From: Natale, Fray  
Posted: 4/30/96 8:38  
Opened: 4/30/96 8:38  
Subject: NEW PRICE GAP GUIDELINES

LADIES AND GENTLEMEN,

THE ATTACHED INFORMATION EXPLAINS THE NEW PRICE GAP/CEILING STRATEGY EFFECTIVE MAY 6.

VERSUS EXPLAINING THE DIFFERENCES, PLEASE READ AND GET BACK TO ME WITH ANY QUESTIONS. I THINK YOU WILL FIND THAT THE STRATEGY IS A BIT EASIER TO EXECUTE. IN ADDITION, THE LETTER AND STRATEGY TREE ARE VERY CLEARLY WRITTEN.

THE GRID REMAINS THE SAME AS BEFORE.

I HAVE COPIED ALL SALES REPS AND RETAIL REPS WITH A HARD COPY UNDER SEPARATE COVER. I FILLED IN THE DEFENSE GRID BY BRAND/TRADE SEGMENT AND OUR EXCEPTIONS ON THEIR COPY. YOU MAY WANT TO V-MAIL THEM TO KEEP AN EYE OUT FOR THE MATERIAL.

THANKS,  
FRAY

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